

Ablaze

PUBLIC RELATIONS + EVENTS

CAPABILITIES DECK

[avery@ablazeprllc.com](mailto:avery@ablazeprllc.com) | 301 586 2962



# AVERY H. JONES

## Public Relations Consultant & Event Strategist

Avery H. Jones, holds a Masters' degree in Tourism Administration with a concentration in Event and Meeting Management from George Washington University; and a Bachelor's Degree in Mass Communications with a concentration in Public Relations and a minor in business, from Virginia Commonwealth University. Throughout her career, she has worked with organizations in entertainment, radio and network television including media planning agencies, conference centers, and travel associations coast to coast. She has developed brand campaigns, event marketing techniques, social media advances, crisis communications strategies, and organized special events. While working full-time in various capacities she launched Ablaze PR in 2012, a multi-management consultancy group building brands and offering event marketing and public relations services for numerous small businesses, non-profits, political influencers, and budding entrepreneurs. Clients have been featured in the Huffington Post, Essence Magazine, Glamour Magazine, and the Afro-American Newspaper. Her skills in planning events, designing communication strategies, and developing partnerships for businesses sets her apart from big-name, corporate firms. Avery's career has flourished not just due to her passion and expertise in linking Public Relations and Event Management, but her desire to work in capacities that thrive on building better communities and brands.

[avery@ablazeprllc.com](mailto:avery@ablazeprllc.com) | 301 806 3546 | 301 586 2962

# CAPABILITIES

- Brand Management
- Crisis Management
- Event Management
- Production Management (TV/Film)
- Public Relations
- Email Marketing
- Script/Copywriting
- Brand Partnerships
- Activations
- Graphic Design





GLOBAL



CLIENT: WOMENS MARCH INC., 2016-2019

- Managed vendor applications, contracts and payment procedures between the organizing committee and onsite contractors ensuring a safe environment for over 2 million attendees in the Washington DC area.
- Provided content and social media management strategy for on-going communications campaigns.



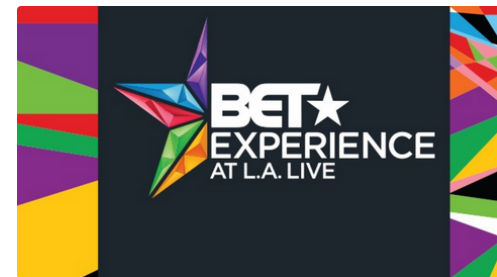


NATIONAL



# ENTERTAINMENT | TV | FILM

Assisted in talent and logistics for television production events such as the Univisionarios, A&E History Talks NBA Awards (2019), Helen Hayes Awards (2019), NBA All-Stars (2019), DCPS Standing Ovation Awards (2019), Kennedy Center Honors (2009, 2010, 2016, 2018 ) BET Honors (2012-2013) , YouTube Event Page 2 (2014), BET Experience and Awards (2015, 2016, 2019), BET Black Girls Rock (2018), NBC Taking The Stage Production (2016)



INTERNATIONAL  
AFRICAN AMERICAN  
MUSEUM





# EVENT MANAGEMENT





# CORPORATE

CLIENT: WATERVIEW CONFERENCE CENTER 2012-2018

- Responsible for providing event management services for the symposium, meetings, luncheons, galas and holiday parties. Services also included, venue logistics, sales management, menu selections and program development.
- Hosted over 300+ meetings, events and conferences
- +5k Attendees
- Attendee Demographics
  - Government/Education/ Social/Wedding



# NON-PROFIT (NATIONAL)

Responsible for providing event management services for in-person and virtual conferences, webinars, and meetings. Services also included platform logistics, attendee management, graphic design, and program development.

The Nature  
Conservancy  
California



bridge philanthropic consulting





PR  
PORTFOLIO



# Clients featured in:



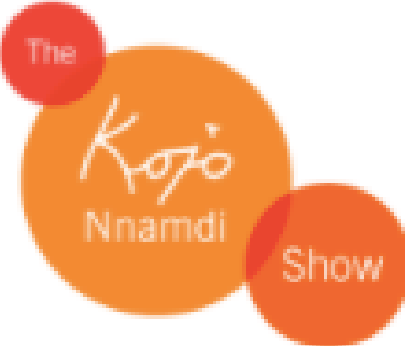
ESSENCE

sheen

WASHINGTON  
CITY PAPER

*His Favor*  
MAGAZINE

**AFRO**  
Your History. Your Community. Your News.



MADAMENOIRE



THE BALTIMORE TIMES

**Gio**  
A VISUAL JOURNAL OF THE FINER THINGS

**newsy**

**wusa+9**



**SWAY**

**AFROTECH**

**THE KELLY  
CLARKSON  
SHOW**

**GLAMOUR**

**BNC**

VEGAMOUR



# ENTREPRENEURS

THOUGHT LEADERS | ARTISTS | BUSINESS OWNERS



MELISSA M. PROCTOR,  
CMO ATLANTA HAWKS  
BALL GIRL TO CMO, AUTHOR



CLIENT: JACULIN JONES  
AUTHOR & VOCALIST



LESLEY "LADY CLIPPER" BRYANT,  
LADY CLIPPER BARBERSHOP



CAMILLE STEWART,  
CYBERSECURITY EXPERT,



MARIA SHELTON  
ARDIAN TECHNOLOGIES



MARCUS EADDY  
NON STOP FITNESS OWNER,  
JACK SQUAD, AUTHOR

# POLITICS

## Services:

Managed and organized public relations activities and communications strategies for candidate. Tasks included;

- Developing creative marketing collateral
- Email campaigns, press releases, management of social media platforms, and establishing strategic media connections across multiple media channels, including print and online.

## Secured Media Placements:

Politics 101: Here's Why Black Women Representation In State Legislature Elections Matter **(Essence)**

How Nantasha Williams Is Spreading Her #BlackGirlMagic In Politics **(Hello Beautiful)**

Nantasha Williams Announces Candidacy for 33rd Assembly District **(NY1 NEWS)**



NANTASHA WILLIAMS  
DISTRICT 27 NEW YORK CITY COUNCILMEMBER



NON-PROFIT



# SEED

SOWING EMPOWERMENT &  
ECONOMIC DEVELOPMENT, INC.

CLIENT: SOWING EMPOWERMENT AND ECONOMIC  
DEVELOPMENT, INC. (SEED)

Managed event logistics and communications, venue  
inspection, event registration, execution and event  
closure evaluation for community initiatives and events.

**SEED 5k Run/Walk (2015-2020)**

**SEED MotoFest Ride and Festival (2017)**

RESULTS: RAISED OVER \$40K IN DONATIONS

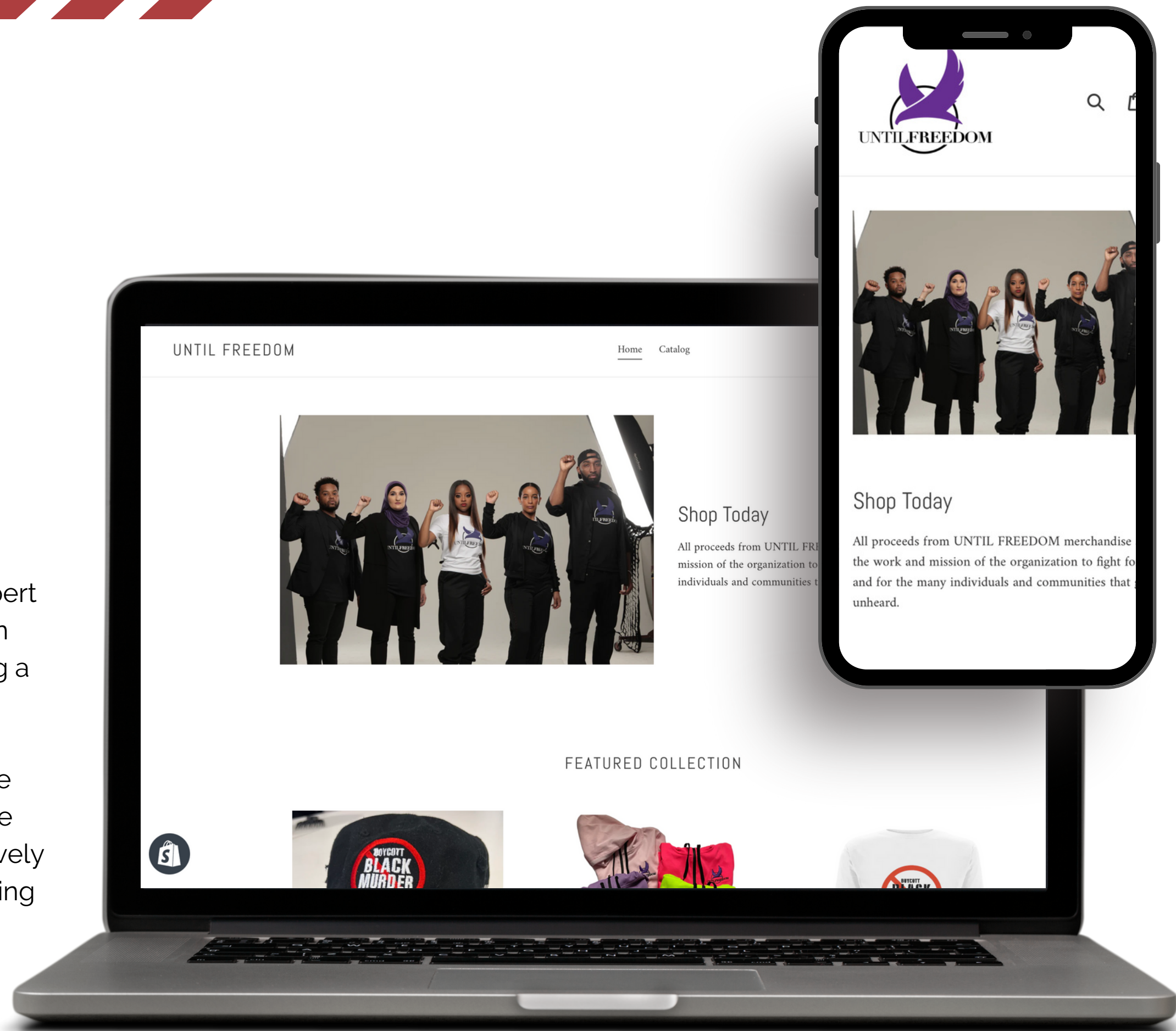






**CLIENT: UNTIL FREEDOM**

Elevating the digital footprint of non-profit organizations through expert management and optimization of e-commerce websites. Proficient in the strategic implementation of e-commerce solutions, guaranteeing a seamless experience for donors and supporters. Conducts comprehensive website assessments, adeptly identifying areas for enhancement, and strategically implementing improvements to drive online engagement and fundraising initiatives. Exhibits a collaborative and adaptable approach, with strong communication skills to effectively liaise with non-profit teams and stakeholders. Committed to harnessing technology as a powerful tool to amplify the impact of non-profit initiatives and elevate the overall online presence.





Prince George's  
County

CLIENT: NAMI PRINCE GEORGE'S COUNTY


Responsible for public relations, creative marketing collateral, email marketing, social media management, website design and event logistics.



eXposure

CLIENT: THE NAPOLEON COMPLEX PROJECT 2014,  
2017-2019

Responsible for providing event management services for the symposium and luncheon program. Services also included securing sponsorships, venue logistics, program development and coordinating speaker engagements..





# OUR APPROACH



# OUR APPROACH

**PLANNING AND DEVELOPING:** numerous story angles throughout the year that are interesting, timely, and relevant.

**BEING PROACTIVE:** Writing releases or pitch emails, for each angle in advance so that there is a constant pipeline of fresh ideas. "CONTENT IS KING"

**ALWAYS HAVING:** an up-to-date media list for North America for pitching purposes.

**MAINTAINING ONGOING AND STRONG RELATIONSHIPS:** with the media, so that AblazePR is the go-to agency when they need a source for a story. We create value for reporters/editors, producers, etc.

**BEING CONSTANTLY AWARE:** of current news so that tie-ins can be made to create exposure

**IDENTIFYING:** trends, statistics, human interest/story ideas that resonate with the media.

**STRATEGIZING LOCAL AND NATIONAL:** angles for wide range exposure for brands.



# OUR APPROACH

**KNOWING THAT IT'S IMPORTANT:** to influence and shape a company's image, reputation, brand and culture. The more informed we are about our clients activities, increases our ability to achieve more exposure for you.

**IDENTIFYING THE TARGET AUDIENCE:** We tailor every message to fit the audience/media we are pitching. Our pitches aren't cookie cutter, we pride ourselves in creating unique and personalized messages that resonate with the media.

**CREATING THIRD PARTY VALIDATION:** Earned media is 8-10 times more valuable than paid media. That's why creating exposure for your company is so important.

**BEING SEEN AS AN EXPERT TO BUILD TREMENDOUS CREDIBILITY:** in the industry to drive sales locally and nationally. We work closely with all key players in your company to ensure that they are top of mind as industry experts for the media.

**AVAILABILITY:** We pride ourselves on being available for the media 24/7 when necessary because we understand the urgency when they call us and want to interview our clients. This is incredibly important when it comes to "Breaking News" as responses are needed immediately!



# PR Rate Sheet

**Full Service PR** This includes consulting. Updating bios regularly, creating press kits, press releases, website consulting, and contacting national & local media.

\$1,500.00- \$5,000.00 monthly

## Consulting

AblazePR offers consulting and solutions to clients and non-clients for potential ways to heighten their visibility and increase their capital

\$500.00 per hour

## Event Coordinating

Ablaze PR offers complete event planning services and we are experienced at navigating the many aspects of staging a memorable, glitch-free event.

\$2,000.00-\$5,000.00

## Pitching Services Only

\$2,500.00

## Press Kit

We create a press kit made specifically for your brand individuality.

\$750.00



# AD HOC SERVICES

## PRODUCTION MANAGEMENT

LIVE EVENTS / AWARD SHOWS / TV FILM

## GRAPHIC DESIGN WEB MANAGEMENT



\$300 + PER DAY / VARIES BASED ON PROJECT

Aboldize

PUBLIC RELATIONS + EVENTS